

Arc Technologies

August 3, 1982

Henry S. Rowen
Room 7E-48 CIA
HQ Building
Washington, D.C. 20505

Dear Harry,

I came across your picture in the GSB yearbook this weekend and was a little surprised to realize that we have been out of touch for just about a year. Although my work is not as sensitive as yours I have been laboring under similar confidentiality burdens arising from competitive business strategy.

Since we are soon going to announce our first product, I am now enjoying the opportunity to renew old friendships and explain what I have been up to. However, I am going to have to ask for your continued discretion in this matter until the story hits the press.

The last time we spoke, I had just joined with a very small start-up group called Space Enterprise Consultants. SEC started as a bona fide consulting organization and then turned into a planning group for the space transportation venture which is now called ARC Technologies. In the last year ARC has refined its plans, tested its technology, developed its organization, and, recently, closed a major round of funding. We are now financed well beyond the time of our first launch and are looking forward to our first step into space before the end of this year. You will appreciate the magnitude of this accomplishment when I add that we are designing, building and operating completely new systems using solely private sector venture funding.

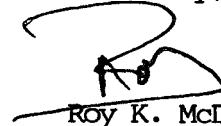
I anticipate that I will be traveling through Washington periodically in the next year and look forward to the opportunity see you then. Right now I would like to ask you to take a minute to think about a job opening I am trying to fill. I am in the process of looking for an experienced marketing manager to hire into ARC's marketing department. I wonder whether you may know someone who could fill this position.

The ideal candidate would combine at least five years of experience in marketing expensive new industrial products or services with a familiarity with NASA and other elements of the nation's space industry. The enclosed job description and advertisement from the August 3 Wall Street Journal amplify upon these criteria.

If you know of someone who might be a good fit please contact me at (415) 367-6800. In case you want to contact the candidate first, perhaps you might refer to the Journal advertisement and indicate that you know the hiring firm and would like to arrange an introduction.

Thank you for your time. I look forward to seeing you again when I am in Washington.

Sincerely,



Roy K. McDonald

837 Second Avenue · Redwood City, California 94063 · 415/367-6800

SCIENCE AND INDUSTRIAL APPLICATIONS MARKETING MANAGER (SIAPP)

ARC Technologies is seeking to add an experienced industrial marketing manager with a background in space applications to its marketing team. The position is open immediately.

This person will manage the marketing of all of ARC's vehicles to science and industrial applications users and to evaluate and, where appropriate, implement internal projects.

The main areas of responsibility for this position are research, planning, and implementation for price, service, promotion, sales and staffing strategies for all internal and external science and industrial application projects.

The job will encompass the following tasks:

1) SIAPP sales. 2) SIAPP sales staff recruiting, training, and managing. 3) Customer service development and management. 4) Market research, pricing development, sales literature development, and other sales support. 5) Advertising, direct mail, and other promotional strategy and implementation. 6) Sales forecasting. 7) Strategic planning. 8) Competition tracking. 9) Evaluation and, where appropriate, implementation of internal projects. 10) Defining and carrying out other tasks to create an effective SIAPP strategy. 11) NASA liason work. 12) International SIAPP sales.

The person will be expected to work closely with our production department on coordinating manifests, payload integration, mission profiles, and special customer requirements. They will also work with the administration department developing contracts.

The tasks that will consume the most of this person's time are sales contacts, negotiations, recruiting, and sales management.

Ideally this person should have an MS in Materials Science or Physics and an MBA in Marketing. We will look for five or more years experience in industrial sales of expensive, new items, sales management experience, marketing experience, experience in orchestrating multi-party business deals, experience with foundations and public sector contracts, and a good understanding of MPS. We would also view favorably any work experience in NASA providing familiarity with the decision makers who will be involved in evaluating ARC as a supplier, or at least a background in space applications.

The candidate should be mature, honest, a good manager, and well organized.

This job requires the unique ability to be conversant with highly specialized scientists, businessmen, and research and development managers, and to create groups of these to support lines of research. The two most important attributes are marketing experience with expensive, new industrial products or services and a background providing familiarity with NASA and/or other elements of the nation's space industry.

The ability to speak foreign languages will be an asset.

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How to Apply: SF 371. Application for Federal Employment,
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